

lan



EXPERIENCE

Special Project Coordinator 2014 Fall-Present
E&CS Student Success Center Syracuse University
L.C. Smith School of Engineering and Computer Science
Created campaigns for AEW, SASE and other student organizations
Photographed/Videotaped speaker events
Created promo videos, logos, and posters

Media Research 2014 June-August
"Happy Camp" Chinese Variety Show Changsha, China
Hunan Tv&Broadcast Intermediary Co., Ltd
Researched on upcoming visiting artists/celebrities
Edited Weibo(Chinese Tweeter) contents for publicity

Account Planning 2014 September-Present
the Sound Garden TNH, Syracuse University
Conducted research on local record stores/ Sound Garden's influences
on different social media platforms. Analyzed and planned strategies.

Co-founder-Plannig Director 2012 May-Present
www.f2fchina.net face to face China(online studying helping charity)
Recruited 300+ volunteers & Orgnized 10+ volunteer study-helping trips
to poor stricken areas in China
Designed the logo and the webside layout

Editor in Chief 2013 January-May
"Once Upon A time" Yearbooks of Class 2011&2013
The High School Attatched to Hunan Normal University China
Executed the production from designing to publishing
Designed/Set up the scenes for yearbook cover and headshots
Produced two feature length documentaries for both classes whichboth
screened in graduation ceremonies

President of Student Union 2012-2013
The High School Attatched to Hunan Normal University China
Managed 30+ student organizations/clubs
Planned and directred two annual student activities festivals

EDUCATION

Syracuse University S.I. Newhouse School of Public Communication
Banchelor of Science Advertingsing Major · Psychology Minor

SKILLS

English · Chinese
Photography · Cameras · Stage/Film Directing · Videography
Adobe Premiere · Photoshop · InDesign · AfterEffects
Microsoft Office Word · Excel · PowerPoint
Facebook · Instagram · Weebly · Pinterest · Tumblr

ACTIVITIES

Syracuse University Outing Club Active Member
XCskiing · Hiking · Backpacking · Rock Climbing
TNH Active Member Sound Garden Campaign Team
Active Mind member: Produced PSA for raising mental illness aware-
Portrait photographer Film Director

YingLan Zhang

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